

**Notice of Allowability**

Application No.

09/476,291

Examiner

Michael Van Handel

Applicant(s)

RANTA, CRAIG S.

Art Unit

2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to amendment filed 8/23/2004.
2. ☒ The allowed claim(s) is/are 1-25,27-29 and 31.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
CHRIS KELLEY

SUPERVISORY PATENT EXAMINER  
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## DETAILED ACTION

### *Allowable Subject Matter*

1. Claims **1-25, 27-29, 31** are allowed.
2. The following is a statement of reasons for the indication of allowable subject matter:

Referring to claims **1, 13, 24, 27, 29;** and **31**, the prior art of record teaches generating a user profile based on a television viewing history, and using that profile to attempt to match particular products or services related to the selected kinds of programming in the profile for the particular user. The prior art of record does not teach or fairly suggest an electronic coupon, system, or method with a “set-up mode that displays a menu of products or services to a user, enabling the user to control what coupons will be stored in the electronic coupon, by selecting specific products or services from the displayed menu” within the context of the claims. Thus, the claimed invention differs from the prior art in that it allows a user to pre-select products and services for which the user wishes to receive coupons, as opposed to a profile determining a user’s interests based on a television viewing history.

Referring to claim **28**, the prior art of record teaches decoding coupon data from the vertical blanking interval (VBI) of a television transmission signal, sending the coupon data to a portable data coupon, storing the coupon data in the portable data coupon, and detaching the portable data coupon, such that the portable data coupon can be taken to a retailer for redemption of the stored data coupons. The prior art of record suggests that data could alternatively be transported within the horizontal overscan of the television transmission signal. The prior art of record does not teach or fairly suggest a decoder for extracting coupon data from the horizontal

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overscan portion of a video signal, such that the decoder and other elements are encompassed by a common housing, so that it is sufficiently portable to enable the electronic coupon to be readily transportable to a retailer for redemption of the coupons stored therein. Thus, the claimed invention differs from the prior art in that a decoder for extracting coupon data is encompassed within a portable and readily transportable coupon, as opposed to a decoder being housed separately from a portable data coupon, such that the decoder is detached from the portable data coupon prior to transporting the portable data coupon to a retailer.

Claims 2-12, 14-23, and 25 are allowed as being dependent on the allowable independent claims mentioned above.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### *Conclusion*

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Holman (US 5,287,181) discloses an electronic redeemable coupon system and television.

Kitsukawa et al. (US 6,282,713) discloses a method for providing on-demand electronic advertising and electronic coupon information.

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Kitsukawa et al. (US 2006/0015891) discloses a method and apparatus for providing electronic coupons.

Nemirofsky (US 5,594,493) discloses a television signal activated interactive smart card system that stores promotions and displays the promotions in the form of a UPC code on an LCD display.

Weinblatt (US 5,515,270) discloses a home unit capable of issuing rewards to a consumer.

Von Kohorn (US 5,128,752) discloses a system and method for generating and redeeming tokens and coupons.

Von Kohorn (US 5,249,044) discloses a product information storage, display, and coupon dispensing system.

Holman (US 5,285,278) discloses an electronic redeemable coupon system via television.

Jones (US 5,500,681) discloses an apparatus and method for generating product coupons in response to televised offers.

Dedrick (US 5,604,542) discloses using the vertical blanking interval for transporting electronic coupons.

Nemirofsky et al. (US 5,880,769) discloses providing a user with paperless coupons following an advertisement.

Nemirofsky (US 5,767,896) discloses a television signal activated smart card system.

Jones et al. (US 5,978,013) discloses an apparatus and method for generating product coupons in response to televised offers.

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Nemirofsky (US 5,907,350) discloses a television signal activated interactive smart card system.

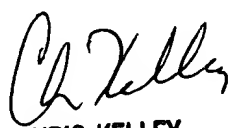
Nemirofsky (US 5,953,047) discloses a television signal activated interactive smart card system.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Van Handel whose telephone number is 571-272-5968. The examiner can normally be reached on 8:00am-5:30pm Mon.-Fri..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

MVH

  
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